MARC Presentaiton

Presented by

JAB
INNOVATIVE
SOLUTIONS

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CREATING VALUE-DELIVERING RESULTS

SDVOSB Success Story

- EPA ORD re-compete
- Vision (SDVSOB) $24M IT Services Company
- Vision-VETS GWAC holder
- Worked with EPA SB Office to pursuadeclient to use VETS
- Fostered relationship w/ CSC (Incumbent)
- Developed capture & proposal strategy
- Wrote strong Proposal
- Vision won the contract: $102M+
- Implemented a delivery strategy
- Exercised First Option
- Result: $24M SDVOSB won $100M+ Contract w/ high profile agency and manages a multi-billion dollar subcontractor

Stages of IT/Professional Services Small Business

- Start-up (Under $1M)
  - Determine Identity & Initial Plan (Flexible)
  - Resources Challenged (Scalable Infrastructure)
  - Revenue Dictates BD Strategy (Subcontracting)
  - Take Full Advantage of SB System
- Intermediate ($2-$7M)
  - Focused Identity & Strategy -Prime under $7M (max IDIQs)
  - Foster Partnerships & Relationships
  - Continue Building Infrastructure
  - Build Marketability-Value Proposition
- Final ($7M-$25M)
  - Focus on $25M Opportunities & IDIQs (Max number)
  - Obtain Required Certifications & Formal Fed Programs
  - Formalize Processes
  - Manage Revenue-Prepare for Full & Open Competition

Challenges of Small Businesses

- Lack of Federal Gov’t Business Experience
- Lack of Strategic Focus
- Lack of Resources
- Lack of Access to Credit and Funding
- Lack of meaningful Past Performance
- Lack of a Facility Security Clearance
- Lack of Understanding the components of Small Business Program
- No connections with Large Primes
- Lack of understanding of the cost of doing business (pricing)
- Lack of understanding of how to market to the Federal client
- Lack of access to contract vehicles
- Lack of Opportunities

Successful Companies Learn how to Partner

Why Partner

- New Start-up
- Too Small to Bid
- Too Large to Bid
- Socio-economic Requirement
- Capability
- Capacity
- Past Performance
- Contract Vehicle
- Qualification
- Relationship with the Client
- Financial
- Specific Opportunity

Secret to Success: Mutually beneficial with a targeted strategy to win business.

Questions For Partnering

- Does the customer know, like, and prefer this company – what is this company's reputation with the customer?
- What is the company's past performance with this customer, and other customers?
- What are the company's capabilities as related to the identified gap in the scope of work coverage
- Does the company have the right expertise and resources?
- What is the company's reputation in the industry?
- What is the company's small business status?
- Does this contractor have a reputation for quality work on schedule and within budget?
- Have you teamed with this company before, and how successful was your teaming arrangement?

Questions For Partnering

- Does the company have any known Organizational Conflicts of Interest (OCI)?
- Do they have any documented performance issues such as cure letters or terminations for default?
- What is the company's financial state, assets, and liabilities that would assure us that this is a solvent and responsible partner?
- Does the company have solid accounting and administrative mechanisms to be part of this contract?
- Does the company have any past or pending lawsuits against them?
- Is the company on the list of contractors excluded from federal procurement programs (you can check at the following website: http://epls.arnet.gov)?
- What kind of press is there about the company per your internet search?

Questions For Partnering

- Does this company have the required licenses, bonding and insurance?
- Can you work with this company’s corporate culture and management style?
- Can you deal effectively with this company’s designated personnel for this pursuit?
- Does this company work well with partners?
- Does this company treat teammates well??
- What resources is this company willing to dedicate?
- Would this be a competitor if you didn’t take them off the street now?
- Would they be a competitor who would use the knowledge gained on this pursuit with you, against you in the future?

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Small Business Advocate

- Develop a structured, interagency database to assist SB identify teammates.
- Convince customer to go with SB based on strong team offering on Sources Sought
- Encourage teaming and JVs with primes (track results)
- Enforce small business plans (reward success/punish failures)
- Publish an agency forecast and hold customers accountable for updating
- Develop a process for SBs to identify small purchases
- Grade small business on their response to be involved with the acquisition process
- Engage the small businesses and make them accountable
- Encourage SBs to engage their elected officials when required

Thank You!